

TO: Distribution
FROM: Market Information / Bruce Neidle
SUBJECT: Preliminary Convenience Store Report - w/e 8/3/96

DATE: October 2, 1996

PM's share declined -0.1 point versus week-ago to 50.4%, with Basic accounting for the majority of the loss. After realizing strong gains during the MUBSS period, Basic's share declined -0.4 points during the past two weeks as the franchise's free product and money-off deals approached their lowest levels year-to-date. Marlboro's share increased slightly this week (+0.1 point) to 35.9%. This represents an unexpectedly strong week for Marlboro given its relatively limited promotional schedule. Among the major competitive premium brands, Newport and Kool incurred the largest weekly share losses, declining -0.1 point each, while Camel posted the largest share gain (+0.1 point) to 6.0% (matching its highest level YTD). Ahead of next week's "first week of the month," the Discount category fell -0.1 point to 26.5%, with slight gains for Doral and Misty more than offset by declines for Basic and Liggett PL.

- PM's share declined -0.1 point this week to 50.4%, with Marlboro's slight gain more than offset by Basic's loss.
- Marlboro's share advanced slightly versus week-ago, up +0.1 point to 35.9%.
- PM OPB's share was unchanged for the fourth consecutive week at 7.9%.
- Basic's share declined for the second consecutive week, down -0.2 points versus week-ago and -0.4 points since w/e 7/20/96 to 4.6%. Basic's share of the Discount category declined to 17.1%, its lowest level since w/e 6/15/96.
- The Discount category's share trailed week-ago by -0.1 point to 26.5%, as gains for Doral and Misty were overshadowed by declines for Basic and Liggett PL.
- Among the competitive premium products, Camel posted the only weekly share gain (+0.1) versus week-ago (of at least +0.05 points) to 6.0%. Newport and Kool incurred the largest weekly losses (-0.1 point each).

2062337561

Note: Total Any Promo incidence data will be published on Monday, August 12, 1996.

PRELIMINARY REPORT					NIELSEN WEEKLY 800 C-STORE REPORT % STORES WITH A PROMOTION												
	FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER				
	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	
Philip Morris	19	17	16	16	10	10	9	8					37	35	33	33	
PM Premium	10	8	8	7	4	4	4	4					37	35	33	33	
PM Discount	12	12	10	11	7	6	5	5									
PM Brd Disc	3	3	2	3	2	2	1	2									
PM PL	0	0	0	0	0	0	0	0									
Marlboro	2	2	2	1	2	2	2	2	38	25	19	19	36	34	32	32	
Benson & Hedges	0	0	0	0	0	0	0	0	9	10	8	9	1	1	1	1	
Merit	2	1	1	1	0	0	0	1	11	10	10	11					
Virginia Slims	5	4	4	4	1	1	1	2	12	9	9	9	1	1	1	1	
Parliament	2	1	1	1	0	0	0	0	7	7	7	7					
Saratoga	0	0	0	0	0	0	0	0									
Cambridge	2	3	2	2	2	2	2	2	3	4	2	3	0	1	1	1	
Alpine	2	1	1	1	0	0	0	0									
Bristol	0	0	0	0	0	0	0	0									
Basic	11	11	9	9	4	4	3	4	30	18	13	13					
PM Private Label	0	0	0	0	0	0	0	0									
RJ Reynolds	18	16	14	12	26	27	30	28					19	17	18	21	
RJR Premium	11	10	8	5	24	26	27	25					18	15	16	19	
RJR Discount	11	9	9	8	5	4	5	7					3	3	3	2	
B & W (Incl. American)	3	3	3	4	1	1	1	1									
B & W Premium	3	2	3	3	0	0	0	0									
B & W Discount	0	0	0	0	1	1	1	1									
Lorillard	2	2	2	1	1	0	1	1					1	1	1	1	
Lorillard Premium	2	2	2	1	1	0	1	1					1	1	1	1	
Lorillard Discount	0	0	0	0	0	0	0	0									
Liggett	0	0	0	0	0	0	0	0									
Liggett Premium	0	0	0	0	0	0	0	0									
Liggett Discount	0	0	0	0	0	0	0	0									

Note: Total Money Off is calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

2062337562

PRELIMINARY REPORT					NIELSEN WEEKLY 800 C-STORE REPORT											
					% STORES WITH A PROMOTION											
	FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER			
	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3
Marlboro	2	2	2	1	2	2	2	2	38	25	19	19	36	34	32	32
Winston	4	3	3	2	5	3	4	4	41	41	38	39	0	1	1	0
Camel	6	6	4	3	15	19	21	19	41	42	39	39	18	15	16	19
Doral	11	9	8	8	4	4	4	7	43	42	42	41	3	3	3	2
GPC	0	0	0	0	0	0	0	0	39	41	40	40				
Newport	1	1	1	0	0	0	1	1	24	27	27	26	0	0	0	1
Basic	11	11	9	9	4	4	3	4	30	18	13	13				
Salem	0	0	0	0	0	0	0	0	18	19	17	17				
Kool	3	2	3	3	0	0	0	0	31	33	31	31				
Merit	2	1	1	1	0	0	0	1	11	10	10	11				
Virginia Slims	5	4	4	4	1	1	1	2	12	9	9	9	1	1	1	1
Benson & Hedges	0	0	0	0	0	0	0	0	9	10	8	9	1	1	1	1
Carlton	0	0	0	0	0	0	0	0	16	18	16	18				
Misty	0	0	0	0	1	1	1	1	22	23	24	22				
Cambridge	2	3	2	2	2	2	2	2	3	4	2	3	0	1	1	1
Vantage	0	0	0	0	0	0	0	0	9	10	8	8				
Kent	0	0	0	0	0	0	0	0	7	8	7	7				
Pall Mall	0	0	0	0	0	0	0	0	5	4	5	6				
Capri	0	0	0	0	0	0	0	0	8	8	6	8				
Monarch	0	0	0	0	0	0	0	0	10	11	10	10				
Parliament	2	1	1	1	0	0	0	0	7	7	7	7				
Viceroy	0	0	0	0	0	0	0	0	3	4	4	3				
Now	0	0	0	0	0	0	0	0	3	3	4	3				
True	0	0	0	0	0	0	0	0	3	3	4	5				
Montclair	0	0	0	0	0	0	0	0	8	8	9	9				

Note: Total Money Off is calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

2062337563

PRELIMINARY REPORT					NIELSEN WEEKLY 800 C-STORE REPORT % STORES WITH A PROMOTION												
	FREE GOODS				INCENTIVES				TOTAL MONEY OFF				OTHER				
	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	7/13	7/20	7/27	8/3	
PM PL	0	0	0	0	0	0	0	0									
RJR PL	0	0	0	0	0	0	0	0									
B & W PL(Incl. Amer)	0	0	0	0	0	0	0	0									
Liggett PL	0	0	0	0	0	0	0	0									
Total PL	0	0	0	0	0	0	0	0									
Doral	11	9	8	8	4	4	4	7	43	42	42	41	3	3	3	2	
GPC	0	0	0	0	0	0	0	0	39	41	40	40					
Basic	11	11	9	9	4	4	3	4	30	18	13	13					
Misty	0	0	0	0	1	1	1	1	22	23	24	22					
Cambridge	2	3	2	2	2	2	2	2	3	4	2	3	0	1	1	1	
Monarch	0	0	0	0	0	0	0	0	10	11	10	10					
Viceroy	0	0	0	0	0	0	0	0	3	4	4	3					
Montclair	0	0	0	0	0	0	0	0	8	8	9	9					
Old Gold	0	0	0	0	0	0	0	0	16	16	17	15					
Best Value	0	0	0	0	0	0	0	0	1	2	1	1					
Alpine	2	1	1	1	0	0	0	0									
Raleigh Extra	0	0	0	0	0	0	0	0	1	1	1	1					
Century 25	0	0	0	0	0	0	0	0									
Bristol	0	0	0	0	0	0	0	0									
Magna	0	0	0	0	0	0	0	0									
Pyramid	0	0	0	0	0	0	0	0	0	0	0	0					
Sterling	0	0	0	0	0	0	0	0	0	1	1	1					
Daves	0	0	0	0	0	0	0	0									
All American	0	0	0	0	0	0	0	0									
Bucks	0	0	0	0	0	0	0	0									
Total Branded Discount	13	12	11	11	7	8	7	10					4	4	4	3	
Total Discount Category	21	19	17	17	12	11	10	13					4	4	4	3	

Note: Total Money Off is calculated from the Nielsen Store Level Database (unprojected).

Total Money Off includes: Visible Money Off (Buy Down Stickers, Buy Down Signage and IRCs) and Non-visible Money Off.

Other includes: Refunds, Sweepstakes and Mail-ins.

2062337564

PRELIMINARY REPORT

 INTEGRATED MANUFACTURER PERFORMANCE
 CONVENIENCE STORES
 WEEK ENDING 8/3/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-96	Apr-96	May-96	Jun-96	Jul-96	MTD	QTD	YTD	7/13	7/20	7/27	8/3	Diff vs. wk-ago	7/13	7/20	7/27	8/3	Diff vs. 4w-ago
Philip Morris	50.18	51.02	50.36	50.31	50.55	50.42	50.53	50.22	50.53	50.70	50.53	50.42	-0.11	50.43	50.56	50.55	50.54	0.18
PM Premium	43.00	43.95	43.43	43.51	43.60	43.80	43.64	43.21	43.61	43.71	43.70	43.80	0.10	43.53	43.60	43.60	43.71	0.19
PM Discount	7.18	7.07	6.93	6.80	6.95	6.61	6.88	7.01	6.91	6.99	6.83	6.61	-0.22	6.90	6.97	6.95	6.84	0.00
PM Branded Discount	6.28	6.21	6.02	5.91	6.13	5.82	6.07	6.12	6.09	6.16	6.02	5.82	-0.20	6.05	6.13	6.13	6.02	0.04
PM Private Label	0.90	0.86	0.91	0.89	0.82	0.80	0.82	0.89	0.82	0.83	0.81	0.80	-0.01	0.85	0.84	0.82	0.81	-0.06
PM Assorted Promo	0.54	0.41	0.43	0.39	0.29	0.16	0.26	0.41	0.26	0.28	0.29	0.16	-0.13	0.31	0.29	0.29	0.25	-0.08
RJ Reynolds	26.32	25.87	26.14	26.19	25.81	25.95	25.84	26.20	25.78	25.86	25.70	25.95	0.25	26.01	25.92	25.81	25.82	-0.30
RJR Premium	16.18	15.86	15.94	16.11	16.03	16.03	16.03	16.07	16.09	16.05	15.90	16.03	0.13	16.15	16.10	16.03	16.02	-0.15
RJR Discount	10.14	10.01	10.20	10.08	9.78	9.92	9.81	10.13	9.69	9.81	9.80	9.92	0.12	9.85	9.82	9.78	9.80	-0.15
RJR Branded Discount	5.83	5.83	6.00	6.10	5.92	6.00	5.94	5.94	5.94	5.92	5.92	6.00	0.08	6.00	5.96	5.92	5.94	-0.10
RJR Private Label	4.31	4.19	4.19	3.98	3.86	3.92	3.87	4.19	3.75	3.89	3.88	3.92	0.04	3.85	3.86	3.86	3.86	-0.05
RJR Assorted Promo	0.06	0.04	0.06	0.07	0.06	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.00	0.08	0.07	0.06	0.06	-0.02
B & W (Incl American)	14.25	13.81	14.13	14.16	14.17	14.06	14.15	14.27	14.21	14.12	14.04	14.06	0.02	14.23	14.20	14.17	14.10	-0.12
B & W Premium	6.05	5.89	5.97	6.02	6.07	6.02	6.06	6.03	6.07	6.06	6.06	6.02	-0.04	6.03	6.04	6.07	6.05	0.02
B & W Discount	8.21	8.01	8.16	8.14	8.11	8.04	8.09	8.24	8.14	8.06	7.98	8.04	0.06	8.20	8.16	8.11	8.05	-0.14
B & W Branded Discount	7.46	7.32	7.46	7.51	7.50	7.39	7.48	7.53	7.54	7.46	7.37	7.39	0.02	7.58	7.55	7.50	7.44	-0.12
B & W Private Label	0.75	0.69	0.70	0.63	0.60	0.65	0.61	0.72	0.60	0.59	0.61	0.65	0.04	0.62	0.61	0.60	0.61	-0.02
Lorillard	7.48	7.49	7.61	7.56	7.66	7.64	7.66	7.53	7.78	7.59	7.72	7.64	-0.08	7.61	7.60	7.66	7.68	0.12
Lorillard Premium	7.04	7.08	7.19	7.15	7.26	7.23	7.26	7.11	7.38	7.18	7.31	7.23	-0.08	7.21	7.20	7.26	7.27	0.12
Lorillard Discount	0.44	0.42	0.42	0.41	0.40	0.41	0.40	0.42	0.41	0.41	0.40	0.41	0.01	0.40	0.40	0.40	0.41	0.00
Liggett	1.55	1.51	1.56	1.54	1.56	1.71	1.59	1.57	1.49	1.51	1.75	1.71	-0.04	1.49	1.49	1.56	1.62	0.12
Liggett Premium	0.20	0.20	0.19	0.19	0.19	0.20	0.19	0.20	0.19	0.20	0.19	0.20	0.01	0.19	0.19	0.19	0.19	0.00
Liggett Discount	1.35	1.31	1.37	1.35	1.37	1.51	1.40	1.37	1.30	1.32	1.56	1.51	-0.05	1.31	1.31	1.37	1.42	0.10
Lig Branded Discount	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.00	0.04	0.05	0.05	0.04	0.00
Lig Private Label	1.29	1.26	1.31	1.30	1.33	1.47	1.36	1.32	1.26	1.27	1.52	1.47	-0.05	1.26	1.26	1.33	1.38	0.11
A/O Co-International	0.21	0.20	0.20	0.23	0.24	0.23	0.24	0.21	0.21	0.22	0.27	0.23	-0.04	0.22	0.22	0.24	0.23	0.00

2062387565

Source: Nielsen Convenience Database

PRELIMINARY REPORT

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/3/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-96	Apr-96	May-96	Jun-96	Jul-96	MTD	QTD	YTD	7/13	7/20	7/27	8/3	Diff vs. wk-ago	7/13	7/20	7/27	8/3	Diff vs. 4w-ago
Philip Morris	50.18	51.02	50.36	50.31	50.55	50.42	50.53	50.22	50.53	50.70	50.53	50.42	-0.11	50.43	50.56	50.55	50.54	0.18
PM Premium-Shr Prom	59.19	60.09	59.58	59.47	59.46	59.62	59.49	59.37	59.34	59.58	59.56	59.62	0.06	59.39	59.49	59.46	59.53	0.11
PM Discount-Shr Disc	26.25	26.31	25.57	25.34	26.06	24.93	25.84	25.76	26.08	26.24	25.65	24.93	-0.72	25.83	26.08	26.06	25.73	0.16
PM Brd Disc-Shr Brd Disc	31.23	31.25	30.11	29.50	30.56	29.54	30.36	30.43	30.36	30.73	30.39	29.54	-0.85	30.06	30.43	30.56	30.26	0.49
PM PL-Shr PL	12.46	12.26	12.82	13.12	12.40	11.66	12.25	12.55	12.73	12.56	11.89	11.66	-0.23	12.92	12.77	12.40	12.20	-0.77
Marlboro	35.14	36.19	35.56	35.46	35.67	35.88	35.71	35.27	35.71	35.79	35.77	35.88	0.11	35.50	35.62	35.67	35.79	0.35
Red	11.76	12.14	11.90	11.84	11.99	11.98	11.99	11.80	12.00	12.05	12.03	11.98	-0.05	11.90	11.96	11.99	12.01	0.15
Lights NM	16.44	16.79	16.65	16.62	16.63	16.81	16.67	16.43	16.63	16.63	16.80	16.81	0.01	16.56	16.58	16.63	16.72	0.15
Gold	2.75	2.81	2.74	2.74	2.80	2.82	2.80	2.77	2.86	2.81	2.73	2.82	0.09	2.79	2.81	2.80	2.81	0.05
Medium	2.18	2.36	2.20	2.13	2.16	2.18	2.16	2.20	2.16	2.15	2.16	2.18	0.02	2.14	2.15	2.16	2.16	0.03
Menthol	1.73	1.81	1.80	1.84	1.82	1.82	1.82	1.78	1.81	1.85	1.78	1.82	0.04	1.83	1.85	1.82	1.82	-0.02
Other PM Premium	7.83	7.76	7.87	8.05	7.93	7.92	7.93	7.94	7.91	7.92	7.92	7.92	0.00	8.02	7.98	7.93	7.92	-0.16
Benson & Hedges	2.07	2.07	2.07	2.12	2.09	2.05	2.08	2.10	2.08	2.05	2.09	2.05	-0.04	2.13	2.10	2.09	2.07	-0.06
Merit	2.76	2.71	2.72	2.78	2.74	2.76	2.75	2.76	2.71	2.76	2.74	2.76	0.02	2.77	2.76	2.74	2.74	-0.06
Virginia Slims	2.43	2.38	2.40	2.45	2.39	2.35	2.38	2.42	2.39	2.41	2.38	2.35	-0.03	2.41	2.40	2.39	2.38	-0.05
Parliament	0.49	0.50	0.58	0.60	0.62	0.66	0.63	0.55	0.63	0.60	0.62	0.66	0.04	0.62	0.61	0.62	0.63	0.02
Saratoga	0.07	0.07	0.07	0.07	0.06	0.07	0.06	0.07	0.06	0.07	0.06	0.07	0.01	0.06	0.06	0.06	0.06	-0.01
Cambridge	1.00	0.95	0.92	0.89	0.88	0.92	0.89	0.98	0.85	0.88	0.88	0.92	0.04	0.88	0.88	0.88	0.88	-0.02
Alpine	0.20	0.19	0.19	0.21	0.21	0.19	0.20	0.20	0.19	0.21	0.21	0.19	-0.02	0.21	0.21	0.21	0.20	-0.01
Bristol	0.07	0.07	0.07	0.08	0.07	0.08	0.08	0.08	0.06	0.08	0.07	0.08	0.01	0.08	0.08	0.07	0.07	-0.01
Basic	4.92	4.91	4.76	4.64	4.89	4.55	4.82	4.77	4.92	4.92	4.78	4.55	-0.23	4.80	4.88	4.89	4.79	0.09
PM Private Label	0.90	0.86	0.91	0.89	0.82	0.80	0.82	0.89	0.82	0.83	0.81	0.80	-0.01	0.85	0.84	0.82	0.81	-0.06
RJ Reynolds	26.32	25.87	26.14	26.19	25.81	25.95	25.84	26.20	25.78	25.86	25.70	25.95	0.25	26.01	25.92	25.81	25.82	-0.30
RJR Premium -Shr Prem	22.27	21.68	21.87	22.02	21.86	21.82	21.85	22.08	21.89	21.88	21.68	21.82	0.14	22.04	21.96	21.86	21.82	-0.26
RJR Discount -Shr Disc	37.07	37.29	37.60	37.56	36.68	37.38	36.82	37.22	36.57	36.83	36.80	37.38	0.58	36.88	36.77	36.68	36.89	-0.29
B & W (Incl Amer)	14.25	13.91	14.13	14.18	14.17	14.06	14.15	14.27	14.21	14.12	14.04	14.06	0.02	14.23	14.20	14.17	14.10	-0.12
B & W Premium -Shr Prem	8.32	8.06	8.19	8.23	8.27	8.19	8.26	8.28	8.26	8.26	8.26	8.19	-0.07	8.23	8.24	8.27	8.24	0.01
B & W Discount -Shr Disc	30.00	29.83	30.09	30.33	30.39	30.29	30.37	30.29	30.70	30.24	29.95	30.29	0.34	30.70	30.55	30.39	30.30	-0.31
Lorillard	7.48	7.49	7.61	7.56	7.66	7.64	7.66	7.53	7.78	7.59	7.72	7.64	-0.08	7.61	7.60	7.66	7.68	0.12
Lorillard Premium -Shr Prem	9.70	9.68	9.86	9.77	9.90	9.84	9.89	9.77	10.04	9.78	9.97	9.84	-0.13	9.84	9.82	9.90	9.91	0.14
Lorillard Discount -Shr Disc	1.60	1.55	1.55	1.54	1.51	1.53	1.51	1.56	1.53	1.54	1.51	1.53	0.02	1.50	1.51	1.51	1.53	0.00
Liggett	1.55	1.51	1.56	1.54	1.56	1.71	1.59	1.57	1.49	1.51	1.75	1.71	-0.04	1.49	1.49	1.56	1.62	0.12
Liggett Premium -Shr Prem	0.28	0.27	0.27	0.26	0.26	0.27	0.26	0.28	0.25	0.27	0.26	0.27	0.01	0.25	0.25	0.26	0.26	0.00
Liggett Discount -Shr Disc	4.95	4.90	5.04	5.03	5.15	5.70	5.26	5.03	4.92	4.95	5.85	5.70	-0.15	4.90	4.90	5.15	5.36	0.45

Note: Individual OPB brands may not sum to total OPB due to rounding and smaller brands not shown.

9957882902

Source: Nielsen Convenience Database

PRELIMINARY REPORT

TOP 25 BRANDS PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 8/3/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-96	Apr-96	May-96	Jun-96	Jul-96	MTD	QTD	YTD	7/13	7/20	7/27	8/3	Diff vs. wk-ago	7/13	7/20	7/27	8/3	Diff vs. 4w-ago
Marlboro	35.14	36.19	35.56	35.46	35.67	35.88	35.71	35.27	35.71	35.79	35.77	35.88	0.11	35.50	35.62	35.67	35.79	0.35
Winston	5.32	5.20	5.20	5.21	5.14	5.12	5.14	5.26	5.12	5.15	5.12	5.12	0.00	5.20	5.16	5.14	5.13	-0.11
Winston Select	1.03	0.95	0.92	0.92	0.85	0.86	0.85	0.99	0.85	0.84	0.86	0.86	0.00	0.88	0.86	0.85	0.85	-0.06
Camel	5.83	5.75	5.74	5.86	5.92	6.01	5.94	5.83	5.95	5.96	5.88	6.01	0.13	5.95	5.95	5.92	5.95	0.03
Camel Filters	5.29	5.23	5.21	5.35	5.41	5.51	5.43	5.30	5.45	5.44	5.37	5.51	0.14	5.44	5.44	5.41	5.44	0.03
Camel Non-Filter	0.54	0.52	0.53	0.51	0.51	0.50	0.51	0.52	0.50	0.52	0.51	0.50	-0.01	0.50	0.51	0.51	0.51	0.00
Doral	4.68	4.69	4.86	4.95	4.85	4.92	4.87	4.80	4.86	4.86	4.86	4.92	0.06	4.90	4.87	4.85	4.87	-0.04
GPC	5.27	5.20	5.31	5.36	5.34	5.22	5.32	5.35	5.38	5.34	5.22	5.22	0.00	5.43	5.40	5.34	5.29	-0.13
Newport	5.37	5.44	5.57	5.58	5.70	5.63	5.69	5.47	5.84	5.62	5.76	5.63	-0.13	5.65	5.64	5.70	5.71	0.12
Basic	4.92	4.91	4.76	4.64	4.89	4.55	4.82	4.77	4.92	4.92	4.78	4.55	-0.23	4.80	4.88	4.89	4.79	0.09
Basic Box	0.34	0.42	0.37	0.37	0.41	0.38	0.40	0.30	0.42	0.43	0.39	0.38	-0.01	0.40	0.41	0.41	0.40	0.02
Salem	3.16	3.10	3.14	3.17	3.11	3.07	3.10	3.14	3.13	3.08	3.08	3.07	-0.01	3.15	3.12	3.11	3.09	-0.07
Kool	3.19	3.06	3.10	3.15	3.15	3.08	3.13	3.14	3.17	3.13	3.16	3.08	-0.08	3.13	3.13	3.15	3.13	-0.01
Merit	2.76	2.71	2.72	2.78	2.74	2.76	2.75	2.76	2.71	2.76	2.74	2.76	0.02	2.77	2.76	2.74	2.74	-0.06
Virginia Slims	2.43	2.38	2.40	2.45	2.39	2.35	2.38	2.42	2.39	2.41	2.38	2.35	-0.03	2.41	2.40	2.39	2.38	-0.05
Benson & Hedges	2.07	2.07	2.07	2.12	2.09	2.05	2.08	2.10	2.08	2.05	2.09	2.05	-0.04	2.13	2.10	2.09	2.07	-0.06
Carton	0.97	0.96	0.99	0.98	1.04	1.03	1.04	0.99	1.04	1.06	1.02	1.03	0.01	1.01	1.04	1.04	1.04	0.04
Misty	1.07	1.08	1.11	1.10	1.10	1.12	1.10	1.09	1.09	1.09	1.07	1.12	0.05	1.10	1.10	1.10	1.09	-0.01
Cambridge	1.00	0.95	0.92	0.89	0.88	0.92	0.89	0.98	0.85	0.88	0.88	0.92	0.04	0.88	0.88	0.88	0.88	-0.02
Vantage	1.04	1.04	1.04	1.03	1.03	1.00	1.03	1.04	1.07	1.04	1.01	1.00	-0.01	1.02	1.03	1.03	1.03	0.01
Kent	0.68	0.65	0.66	0.61	0.62	0.65	0.62	0.66	0.61	0.61	0.62	0.65	0.03	0.61	0.61	0.62	0.62	0.00
Pall Mall	0.66	0.64	0.66	0.65	0.62	0.64	0.62	0.65	0.61	0.61	0.63	0.64	0.01	0.63	0.62	0.62	0.62	-0.02
Capri	0.60	0.60	0.61	0.62	0.63	0.64	0.64	0.61	0.64	0.63	0.64	0.64	0.00	0.63	0.63	0.63	0.64	0.01
Monarch	0.74	0.75	0.78	0.75	0.71	0.71	0.71	0.75	0.71	0.71	0.68	0.71	0.03	0.72	0.72	0.71	0.70	-0.04
Parliament	0.49	0.50	0.58	0.60	0.62	0.66	0.63	0.55	0.63	0.60	0.62	0.66	0.04	0.62	0.61	0.62	0.63	0.02
Viceroy	0.48	0.47	0.47	0.48	0.48	0.47	0.48	0.48	0.49	0.47	0.48	0.47	-0.01	0.48	0.48	0.48	0.48	0.00
Now	0.37	0.35	0.38	0.38	0.38	0.38	0.38	0.37	0.39	0.37	0.38	0.38	0.00	0.38	0.38	0.38	0.38	0.00
True	0.45	0.43	0.43	0.44	0.43	0.45	0.44	0.44	0.43	0.43	0.43	0.45	0.02	0.44	0.44	0.43	0.43	-0.01
Montclair	0.51	0.47	0.47	0.46	0.47	0.48	0.48	0.50	0.47	0.46	0.49	0.48	-0.01	0.46	0.46	0.47	0.47	0.01

*Top 25 is based on All Outlets Combined.

20623837567

PRELIMINARY REPORT

 INTEGRATED DISCOUNT PERFORMANCE
 CONVENIENCE STORES
 WEEK ENDING 8/3/96

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-96	Apr-96	May-96	Jun-96	Jul-96	MTD	QTD	YTD	7/13	7/20	7/27	8/3	Diff vs. wk-ago	7/13	7/20	7/27	8/3	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	0.90	0.86	0.91	0.89	0.82	0.80	0.82	0.89	0.82	0.83	0.81	0.80	-0.01	0.85	0.84	0.82	0.81	-0.06
RJR PL	4.31	4.19	4.19	3.98	3.86	3.92	3.87	4.19	3.75	3.89	3.88	3.92	0.04	3.85	3.86	3.86	3.86	-0.05
B & W PL (Incl Amer)	0.75	0.69	0.70	0.63	0.60	0.65	0.61	0.72	0.60	0.59	0.61	0.65	0.04	0.62	0.61	0.60	0.61	-0.02
Liggett PL	1.29	1.26	1.31	1.30	1.33	1.47	1.36	1.32	1.26	1.27	1.52	1.47	-0.05	1.26	1.26	1.33	1.38	0.11
Total PL	7.26	6.99	7.11	6.81	6.61	6.83	6.66	7.11	6.43	6.58	6.82	6.83	0.01	6.59	6.57	6.61	6.67	-0.01
PL Share of Segment																		
PM PL	12.46	12.26	12.82	13.12	12.40	11.66	12.25	12.55	12.73	12.56	11.89	11.66	-0.23	12.92	12.77	12.40	12.20	-0.77
RJR PL	59.37	59.88	58.92	58.47	58.36	57.38	58.16	58.88	58.33	59.14	56.94	57.38	0.44	58.43	58.78	58.36	57.93	-0.64
B & W PL (Incl Amer)	10.35	9.90	9.78	9.31	9.14	9.45	9.20	10.08	9.36	8.99	8.96	9.45	0.49	9.48	9.24	9.14	9.19	-0.25
Liggett PL	17.82	17.96	18.48	19.10	20.10	21.52	20.39	18.49	19.58	19.31	22.22	21.52	-0.70	19.17	19.22	20.10	20.68	1.66
BRANDED DISCOUNT																		
Doral	4.68	4.69	4.86	4.95	4.85	4.92	4.87	4.80	4.86	4.86	4.86	4.92	0.06	4.90	4.87	4.85	4.87	-0.04
GPC	5.27	5.20	5.31	5.36	5.34	5.22	5.32	5.35	5.38	5.34	5.22	5.22	0.00	5.43	5.40	5.34	5.29	-0.13
Basic	4.92	4.91	4.76	4.64	4.89	4.55	4.82	4.77	4.92	4.92	4.78	4.55	-0.23	4.80	4.88	4.89	4.79	0.09
Misty	1.07	1.08	1.11	1.10	1.10	1.12	1.10	1.09	1.09	1.09	1.07	1.12	0.05	1.10	1.10	1.10	1.09	-0.01
Cambridge	1.00	0.95	0.92	0.89	0.88	0.92	0.89	0.98	0.85	0.88	0.88	0.92	0.04	0.88	0.88	0.88	0.88	-0.02
Monarch	0.74	0.75	0.78	0.75	0.71	0.71	0.71	0.75	0.71	0.71	0.68	0.71	0.03	0.72	0.72	0.71	0.70	-0.04
Viceroy	0.48	0.47	0.47	0.48	0.48	0.47	0.48	0.48	0.49	0.47	0.48	0.47	-0.01	0.48	0.48	0.48	0.48	0.00
Montclair	0.51	0.47	0.47	0.46	0.47	0.48	0.48	0.50	0.47	0.46	0.49	0.48	-0.01	0.46	0.46	0.47	0.47	0.01
Old Gold	0.44	0.42	0.44	0.44	0.43	0.43	0.43	0.44	0.43	0.44	0.43	0.43	0.00	0.43	0.43	0.43	0.43	-0.01
Best Value	0.24	0.23	0.22	0.25	0.22	0.22	0.22	0.24	0.23	0.21	0.23	0.22	-0.01	0.23	0.23	0.22	0.22	-0.03
Alpine	0.20	0.19	0.19	0.21	0.21	0.19	0.20	0.20	0.19	0.21	0.21	0.19	-0.02	0.21	0.21	0.21	0.20	-0.01
Raleigh Extra	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	0.00
Century 25	0.06	0.05	0.05	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.00	0.05	0.05	0.06	0.05	0.00
Bristol	0.07	0.07	0.07	0.08	0.07	0.08	0.08	0.08	0.06	0.08	0.07	0.08	0.01	0.08	0.08	0.07	0.07	-0.01
Magna	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.07	0.05	0.05	0.06	0.05	-0.01	0.06	0.05	0.05	0.05	-0.01
Pyramid	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Sterling	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Daves	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.01	0.03	0.03	0.03	0.03	0.00
All American	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
A/O Branded Discount	0.13	0.12	0.09	0.12	0.11	0.09	0.09	0.11	0.09	0.09	0.11	0.09	-0.02	0.10	0.11	0.11	0.13	0.04
Total Branded Discount	20.09	19.87	20.00	20.03	20.06	19.70	19.99	20.11	20.08	20.05	19.81	19.70	-0.11	20.12	20.14	20.06	19.91	-0.17
Basic Share Of Discount	17.97	18.28	17.54	17.30	18.35	17.14	18.11	17.54	18.56	18.46	17.96	17.14	-0.82	17.96	18.28	18.35	18.03	0.46
Total Discount Category	27.36	26.86	27.12	26.84	26.67	26.53	26.64	27.22	26.51	26.64	26.63	26.53	-0.10	26.71	26.71	26.67	26.58	-0.18

8957882902